

App. No. 10/708,029

In the Claims:

1-20 (cancelled)

21. (new) A process for internet-based referral system for advertising comprising: having a user connect to a website; having said user select a webpage; having advertising delivered to said user; having said advertising being printed through a printing means; having said advertising being tangible print media; and having said advertising dynamically merged with an Unique Identifier Code which combines the Advertiser information and Coded Affiliate information to create uniquely identified advertising media that is delivered to the user electronically having Tier-1 affiliate and Tier-2 affiliate where Tier-1 affiliates will get a portion of the commissions that are paid to the Tier-2 affiliate the result of sales and leads generated from Tier-2 affiliate's distribution of said code.
22. (new) A system according to claim 21 which includes having said user contact the system through the Internet.
23. (new) A system according to claim 21 which includes having said user connect to the system through the use of a computer.
24. (new) A system according to claim 21 which includes having said advertisement being uniquely identified tabbed flyers
25. (new) A system according to claim 21 which includes having said advertisement being uniquely identified business cards.
26. (new) A system according to claim 21 which includes having said advertisement being uniquely identified posters.

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27. (new) A system according to claim 21 which includes having said advertising being delivered through electronic mail.
28. (new) A system according to claim 21 which includes having said advertisement including a hyper textual referral link.
29. (new) A system according to claim 21 which includes having said hyper textual referral link or having an Internet "cookie" which transmits a unique code which identifies the affiliate and or Advertiser.
30. (new) A system according to claim 21 which includes having said affiliate receiving compensation for products purchased as a result of the referral.
31. (new) A system according to claim 21 which includes having said system having a clearinghouse function for maintaining said affiliate and advertiser's accounts.